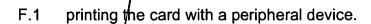Although various exemplary embodiments of the invention have been disclosed, it will be apparent to those skilled in the art that various changes and modifications can be made which will achieve some of the advantages of the invention without departing from the spirit and scope of the invention. It will be obvious to those reasonably skilled in the art that other components performing the same functions may be suitably substituted. Further, the methods of the invention may be achieved in either all software implementations, using the appropriate processor instructions, or in hybrid implementations which utilize a combination of hardware logic and software logic to achieve the same results.

It will be apparent to those skilled in the art that modifications to the specific embodiments described herein may be made while still being within the spirit and scope of the present invention. For example, the method of providing the cost of shipping may be used for any delivery destination or origin location in the world including the case where both origin and delivery are located within the United States. Also the system of the present invention may provide the shopper with additional information that pertains to the shipment of a selected product. This information may include for instance, laws that prohibit the shipment of certain products into a particular country.

What is claimed is:

1. In a computer system connectable to a computer network, a method comprising:

   A. maintaining a network accessible compilation of cards;

   B. receiving data identifying one of the cards;

   C. receiving data defining modifications to the cards;

   D. presenting an image of the card in combination with the received modifications in WYSIWYG format; and

   E. receiving data identifying a destination address of the card.

2. The method of claim 1 further comprising the step of:

   F. transmitting data representing modifications to the card over the computer network to a peripheral apparatus.

3. The method of claim 2 wherein step F comprises the step of:

38

F.1   printing the card with a peripheral device.

4.   The method of claim 1 wherein the destination address comprises a postal address.

5.   The method of claim 1 further comprising the step of:

F.   transmitting data identifying the card over the computer network to a remote database.

6.   The method of claim 1 wherein the data defining modifications to the card comprises data defining a graphical image.

7.   The method of claim 1 wherein the data defining modifications to the card comprises data defining a font color.

8   The method of claim 1 wherein the data defining modifications to the card comprises data defining a font size.

9.   The method of claim 1 wherein the data defining modifications to the card comprises data defining a font style.

10.   The method of claim 1 wherein the data defining modifications to the card comprises data representing scanned information.

11.   The method of claim 10 wherein the data defining modifications to the card comprises data representing user defined text.

12.   A computer program product for use with a computer system operatively coupled to a computer network, the computer program product comprising a computer usable medium having program code embodied thereon, the program code comprising:

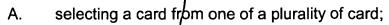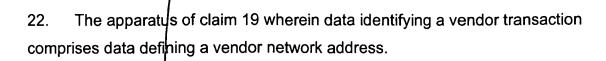A. program code for maintaining a network accessible compilation of cards;

B. program code for receiving data identifying one of the cards;

C. program code for receiving data defining modifications to the cards;

D. program code for presenting an image of the card in combination with the received modifications in WYSIWYG format;

E. program code for receiving data identifying a destination address of the card.

13.   In a computer usable memory, a data structure representing a card, the data structure comprising:

A.   data identifying one of a plurality of card templates;

B.   data identifying modifications to the identified card template; and

C.   data defining an address to which the card will be sent;

D.   data associating the card with an electronic commerce vendor transaction.

14.   The data structure of claim 13 wherein data associating the card with an electronic commerce vendor transaction comprises:

D.1   data defining a vendor identifier.

15.   The data structure of claim 13 wherein data associating the card with an electronic commerce vendor transaction comprises:

D.1   data defining a vendor transaction identifier.

16.   The data structure of claim 13 wherein data associating the card with an electronic commerce vendor transaction comprises:

D.1   data defining a vendor network address.

17.   The data structure of claim 13 wherein the data defining modifications to the card comprises:

graphical information and data defining the relationship of the graphical information to the card image.

18.   A method for sending greeting cards over a computer network comprising:

A. selecting a card from one of a plurality of card;

B. modifying the card;

C. viewing the modifications to the card in WYSIWYG format;

D. designating a destination address;

E. transmitting any of the card identifier, data modifying the card and destination address to a remote location over a computer network;

F. authorizing printing of the card in combination with the modifications; and

G. authorizing delivery of the card to the destination address in conjunction with an electronic commerce transaction with which the card is associated.

19. A computer system connectable to a computer network comprising:

A. a processor;

B. a memory coupled to the processor for storing a plurality of card;

C. a network interface coupled to the processor in a memory;

D. program logic configured to receive data identifying one of the plurality of cards and further defining modifications to the card;

E. program logic configured to present an image of the card in combination with the received modifications to the card;

F. program logic configured to receive data identifying a destination address of the card;

G. program logic configured to receive data identifying a vendor transaction associated with the card; and

H. program logic configured to transmit any of the card identifier, data modifying the card, destination address and vendor transaction identifier to a remote location over a computer network.

20. The apparatus of claim 19 wherein data identifying a vendor transaction comprises data defining a vendor identifier.

21. The apparatus of claim 19 wherein data identifying a vendor transaction comprises data defining a vendor transaction identifier.

41

22.   The apparatus of claim 19 wherein data identifying a vendor transaction comprises data defining a vendor network address.

23.   The apparatus of claim 19 further comprising:

I.   program logic configured to receive payment for the card and for remit a portion of the payment to an identified charitable entity.

24.   The apparatus of claim 19 further comprising:

J.   program logic configured to present a graphic user interface having an appearance similar to a vendor website.